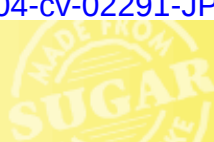


# **EXHIBIT A**



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## Part SPLENDA®, Part Sugar, Pure Magic™!

New SPLENDA® Sugar Blend for Baking brings your favorite recipes to delectable new heights, because it makes your baked goods rise, spread, and brown - with a taste like pure sugar! Imagine chewy cookies, fluffy meringues, moist cakes - with all the sweet, satisfying flavor and only half the sugar!

Just a half-cup of SPLENDA® Sugar Blend for Baking replaces a full cup of pure sugar. It's that easy! [Tell Me More! >>](#)

**Featured Sugar Blend for  
Baking Recipe: [Angel Food Cake](#)**

**Have a question?** Visit our SPLENDA® Sugar Blend for Baking [FAQs](#) for answers!



## Sign up for the FREE SPLENDA® Recipe Club e-newsletter!

Be the first to get exclusive recipes from SPLENDA® No Calorie Sweetener by joining the SPLENDA® Recipe Club e-mail newsletter.

**JOIN NOW!**

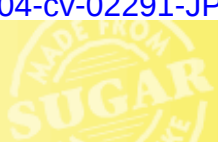
**Featured SPLENDA® Sweetened Product**  
[Kool-Aid® Jammers 10](#)



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### Featured Recipe

**Angel Food Cake >>>**



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## SLENDA® Sugar Blend for Baking

**SLENDA® Sugar Blend for Baking is a unique mix of SLENDA® Brand Sweetener and pure sugar.**

It helps you reduce the sugar in your home baking, while keeping the great sugar taste your family loves!

- SLENDA® Sugar Blend for Baking gives you the sweetness, volume, texture and moistness you expect in your baking – but with just half of the sugar you would usually use.
- **A half-cup of SLENDA® Sugar Blend for Baking replaces a full cup of pure sugar.**
- SLENDA® Sugar Blend for Baking is available in a two-pound bag that contains the same sweetness as in four pounds of pure sugar.



	<b>SLENDA® Sugar Blend for Baking</b>	<b>Sugar</b>
<b>For recipe sweetening:</b>	<b>1/2 cup</b>	<b>1 cup</b>
Calories	384	768
Carbohydrate	96 grams	192 grams
<b>Per serving:</b>	<b>1/2 tsp.</b>	<b>1 tsp.</b>
Calories	8	16
Carbohydrate	2 grams	4 grams



Visit our SLENDA® Sugar Blend for Baking [FAQs](#) for answers!

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